

Landmark / Van Dorn Area Planning

City of Alexandria, Virginia

Public Meeting # 4

Focused Area Plan Development

October 27, 2005



Wallace Roberts & Todd, LLC

**Transportation Consultants:
PBS&J and BMI-SG**

Landmark / Van Dorn Area Planning

Meeting Agenda

- **Presentation**
 - Recap of Study Purpose and Process
 - Vision
 - Land Use / Market Context
 - Potential 2030 Scenario to Achieve the Vision
 - Transportation
 - Next Steps
- **Planning Commission Comments**
- **Community Discussion**
- **Summary and Planning Commission Direction**

Study Purpose

- Develop a **long-range plan for the Landmark-Van Dorn Focused Planning Area**, including planning and design principles to guide public and private investment
- Address the **role of the redeveloped Landmark Mall site** in the overall area and its relationships to surrounding properties



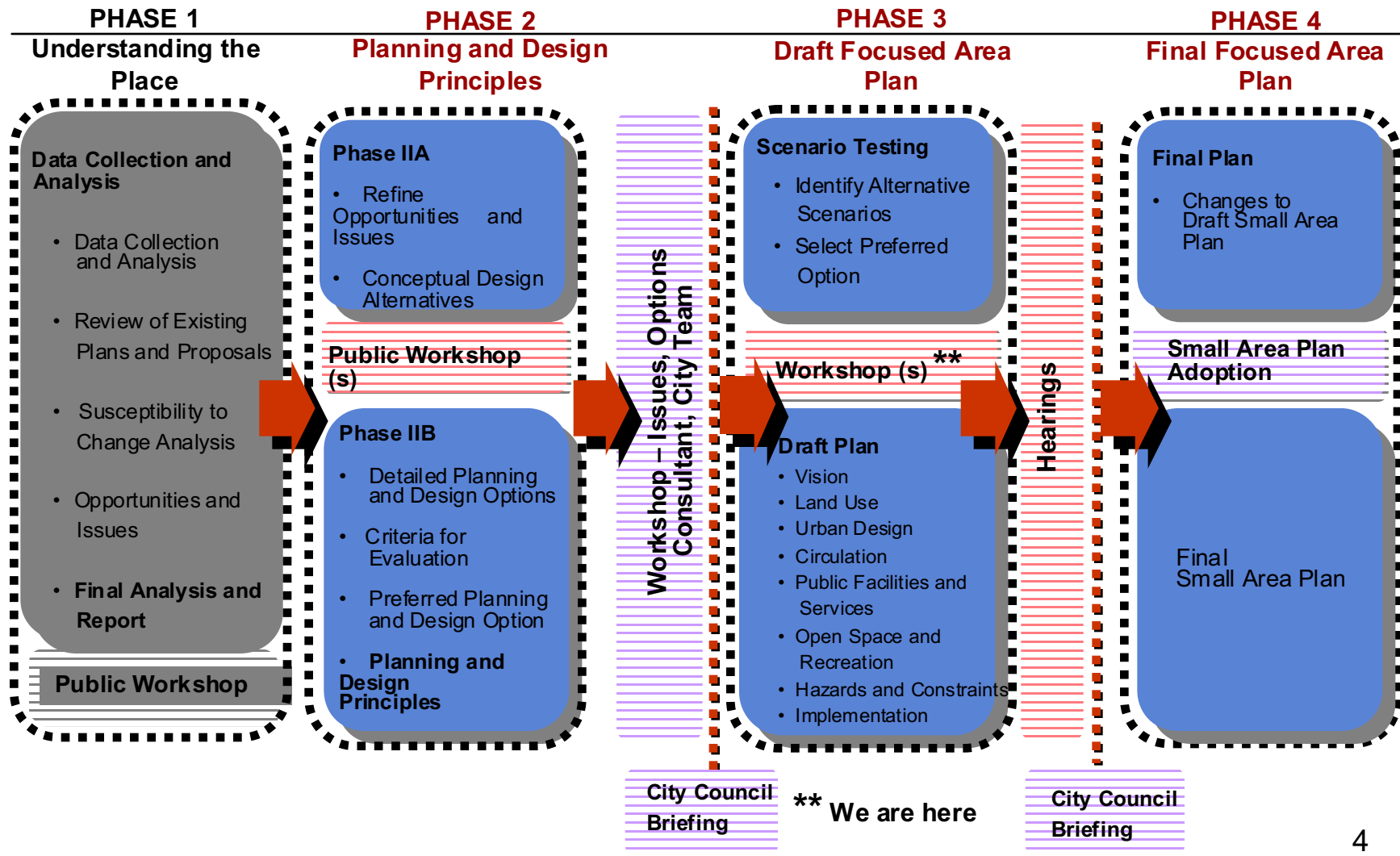
Context Area



Study Area

Study Purpose / Process

Planning Process



Study Purpose / Process

Results of Public Meeting #3: Key Issue Areas

Principle: A Community of Neighborhoods

- Diverse population
- Quality mixed uses
- Affordable housing
- Small business / industry retention

Principle: Multi-Modal Transportation

- Traffic congestion / regional traffic patterns
- Pedestrian-friendly
- Improved transit
- Street connections

Principle: An Interconnected Open Space System

- Accessible parks, open space, and recreation

Principle: An Attractive Gateway to Alexandria

- Building height / massing
- Streetscape / gateway improvements
- Improved image / identity for the West End

Vision Statement

A Community of Neighborhoods



The West End in the year 2030 is a **Community of Neighborhoods**, each with its own unique identity, which together form an exciting, vibrant, and diverse part of Alexandria.

Vision Statement

A Mixed-Use Urban Center and Place of Coming Together



Centrally located within the West End, Landmark-Van Dorn is a mixed-use urban center and place of coming together for residents and visitors to Alexandria. Its outstanding character and identity are defined by five key elements...

Vision Statement

Key Elements



- **Quality neighborhoods** offering a range of housing opportunities for the area's diverse residents.
- Pedestrian-friendly **activity centers** for residents of the West End and beyond.
- A **multi-modal transportation system** providing safe and convenient options for vehicles, pedestrians, bicyclists, and transit.
- An **interconnected open space system** comprised of public parks and open spaces of varying sizes and functions connected by green corridors.
- An **attractive gateway to Alexandria** with entryways, streetscapes, and development forms that establish a distinctive image and identity for the West End.

Land Use / Market Context

Summary of Market Findings

- **Market forces will drive redevelopment / reuse**
- **Strongest demand: market-rate residential**
 - Will drive development opportunities for other uses
- **Affordable housing market limited by land values**
- **Landmark Mall as primary redevelopment anchor**
- **Repositioning of retail uses**
- **Office development as a complementary use**
- **Pressures on existing industrial uses**
- **Quality mixed-use depends upon achieving sufficient density (particularly residential)**

Land Use / Market Context

Opportunity Sites



Short-Term Opportunity Sites

- Landmark Mall
- Other properties along Van Dorn / intersecting streets

Long-Term Opportunity Sites

- Adjacent multi-family residential areas

Land Use / Market Context

Opportunity Site: Landmark Mall



Land Use / Market Context

Current Land Use



- Strip commercial development along automobile-oriented corridors
- Landmark Mall: regional scale commercial center isolated from its surroundings
- Isolated residential developments (apartment complexes / limited “sense of neighborhood”)
- Industrial uses at lower end of Van Dorn / along Pickett Street
- Lack of office uses

Land Use / Market Context

Future Land Use Under Current Zoning



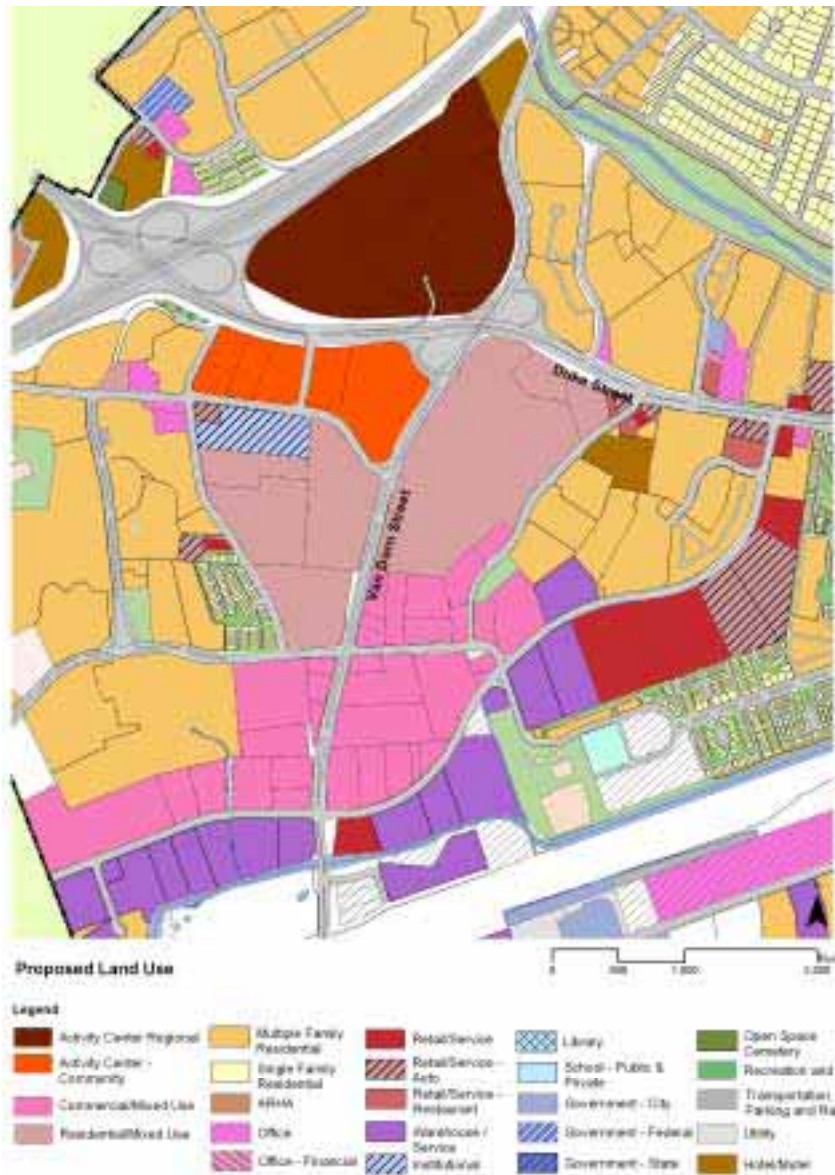
Current zoning will result in:

- More strip commercial uses
- Future viability of Landmark Mall?
- More isolated residential developments
- Less industrial uses
- More small office uses



Potential 2030 Scenario to Achieve the Vision

Future Land Use Under Potential 2030 Scenario



Changes from Current Zoning

- Increased residential (2000 units +)
- Decreased commercial (+/- 1.5 million square feet)
- Emphasis on integrated mixed uses
 - No stand alone residential
 - No strip commercial
- Retain industrial uses on south side of Pickett Street

Potential 2030 Scenario to Achieve the Vision

Landmark / Van Dorn Concept: A Mixed-Use Center and Place of Coming Together

- **Variations Considered**
- **Overall Concept**
- **Street Framework**
- **Public Places**
- **Urban Design**
- **Transportation**

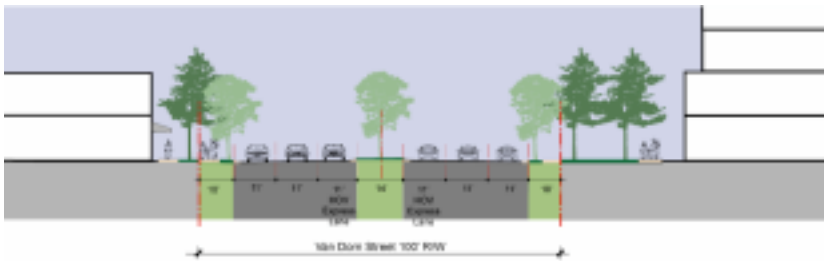
Potential 2030 Scenario to Achieve the Vision

Variations Considered

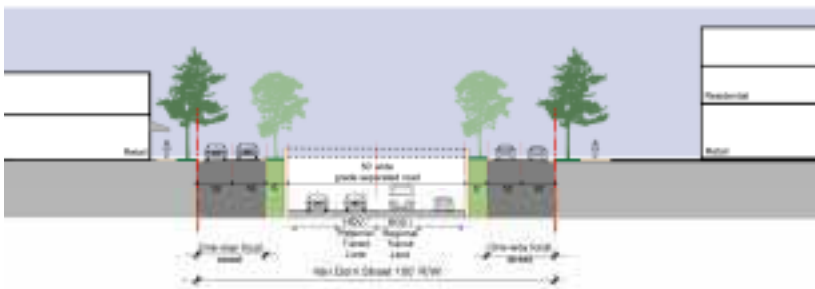
Option A: Pedestrian Friendly Local Street



Option B: Regional Arterial with Pedestrian Friendly Features



Option C: Separated Regional Arterial and Local Street



Van Dorn Street Variations

Land Use

- Different Activity Center locations
- Redevelop as residential
- Redevelop as commercial / office

Building Form

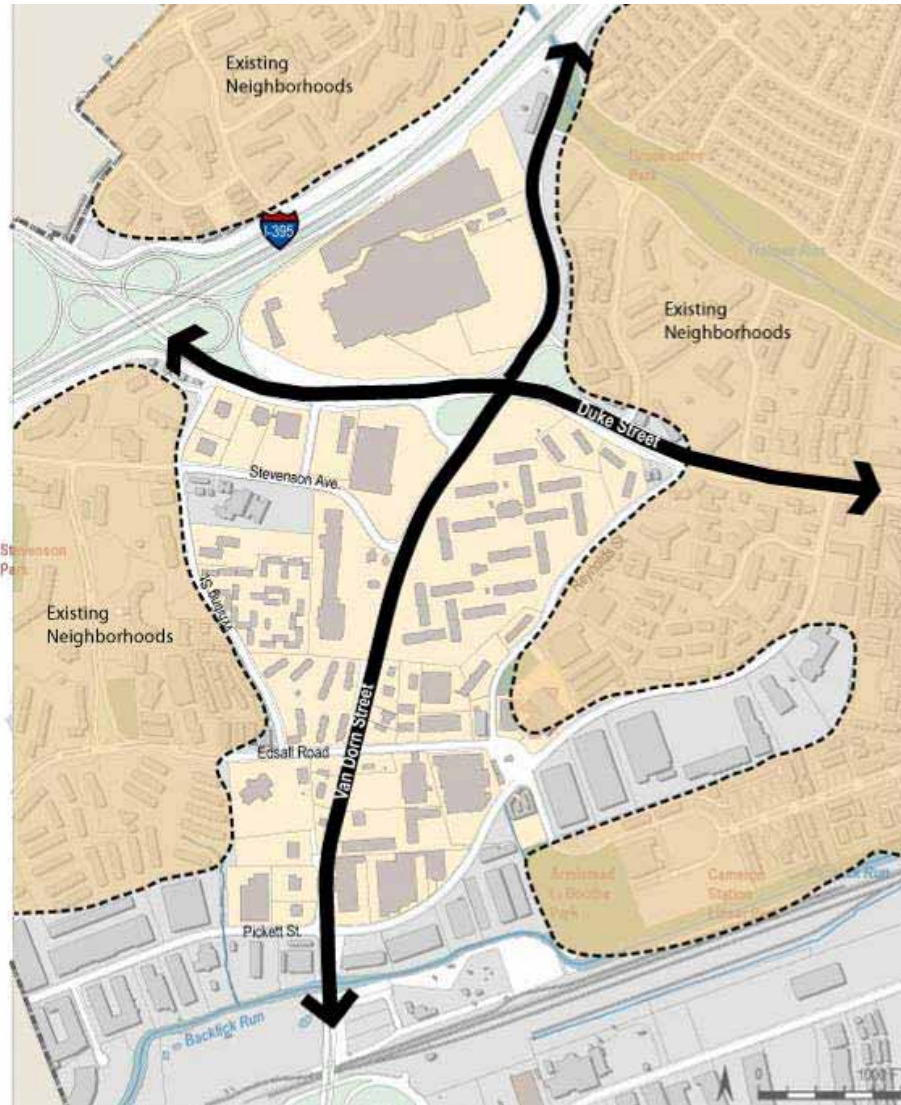
- Variations in height, massing, and relationship to street

Transportation

- Variations in function of Van Dorn Street – local vs. regional traffic
- Street network variations (e.g., relationship to topography)
- Transit circulator route variations

Potential 2030 Scenario to Achieve the Vision

Overall Concept

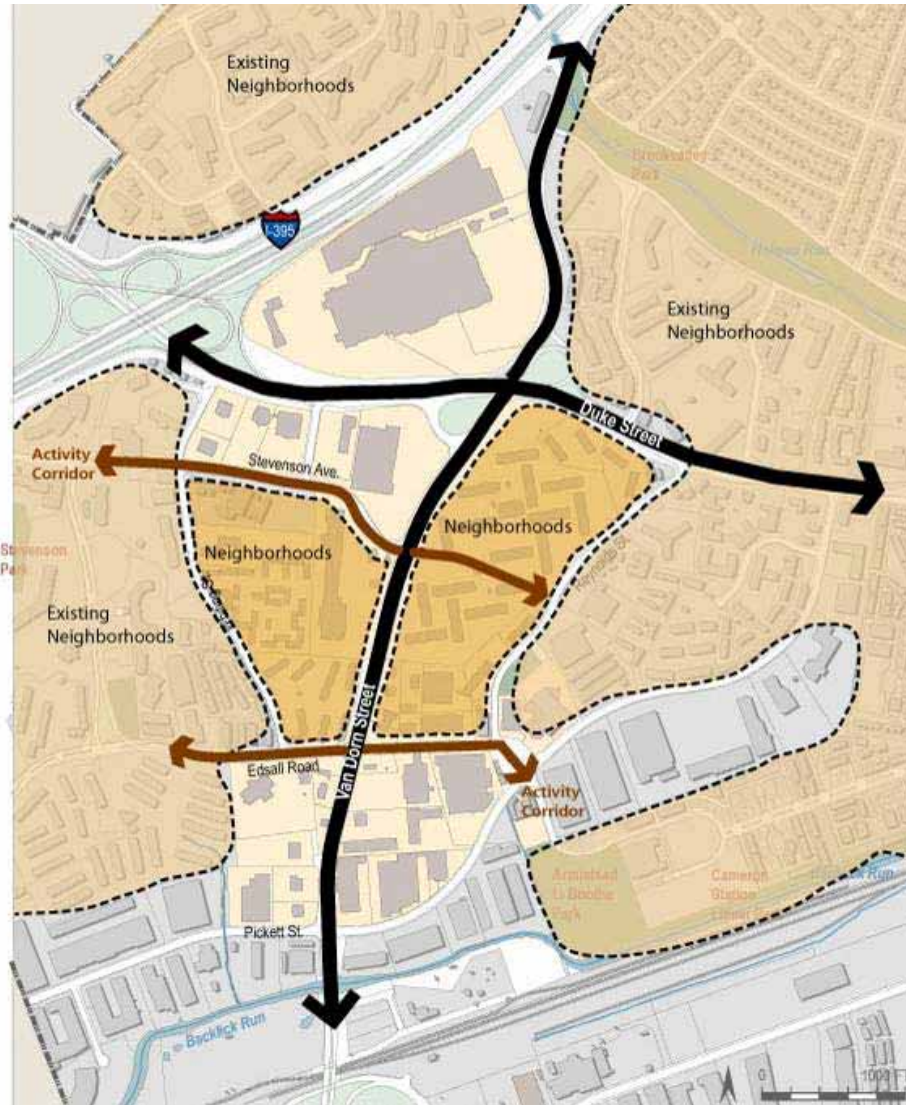


Context: Surrounding Neighborhoods

- Existing West End neighborhoods
- Bisected by major vehicular arteries: Van Dorn and Duke Streets

Potential 2030 Scenario to Achieve the Vision

Overall Concept



Concept: Neighborhoods

- Link neighborhoods through activity corridors
- Provide range of housing opportunities for the area's diverse residents

Potential 2030 Scenario to Achieve the Vision

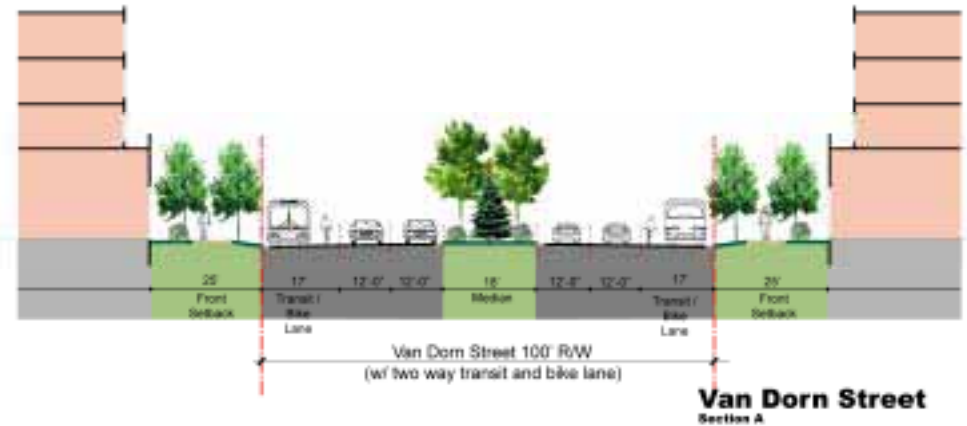
Overall Concept



Concept: Places of Coming Together

- Activity Centers (Town Center for the West End)
- Van Dorn as “Green Boulevard”
- Public Gathering Places
- Occupied by people 16 hours / day, 7 days / week

Potential 2030 Scenario to Achieve the Vision Street Framework



Van Dorn “Green Boulevard”

- Redesign from Pickett Street to Duke Street

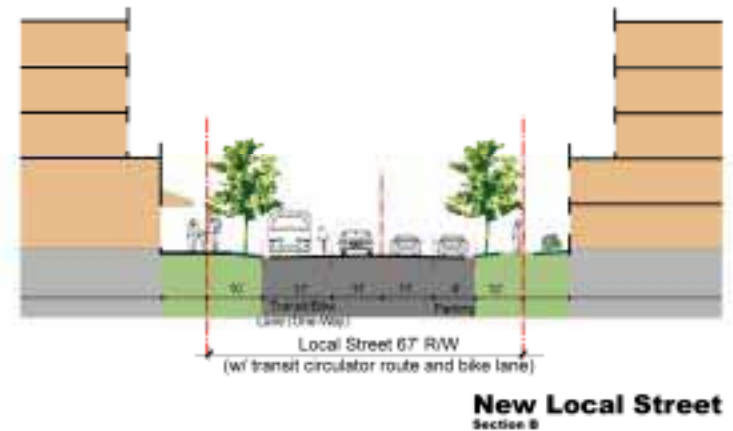
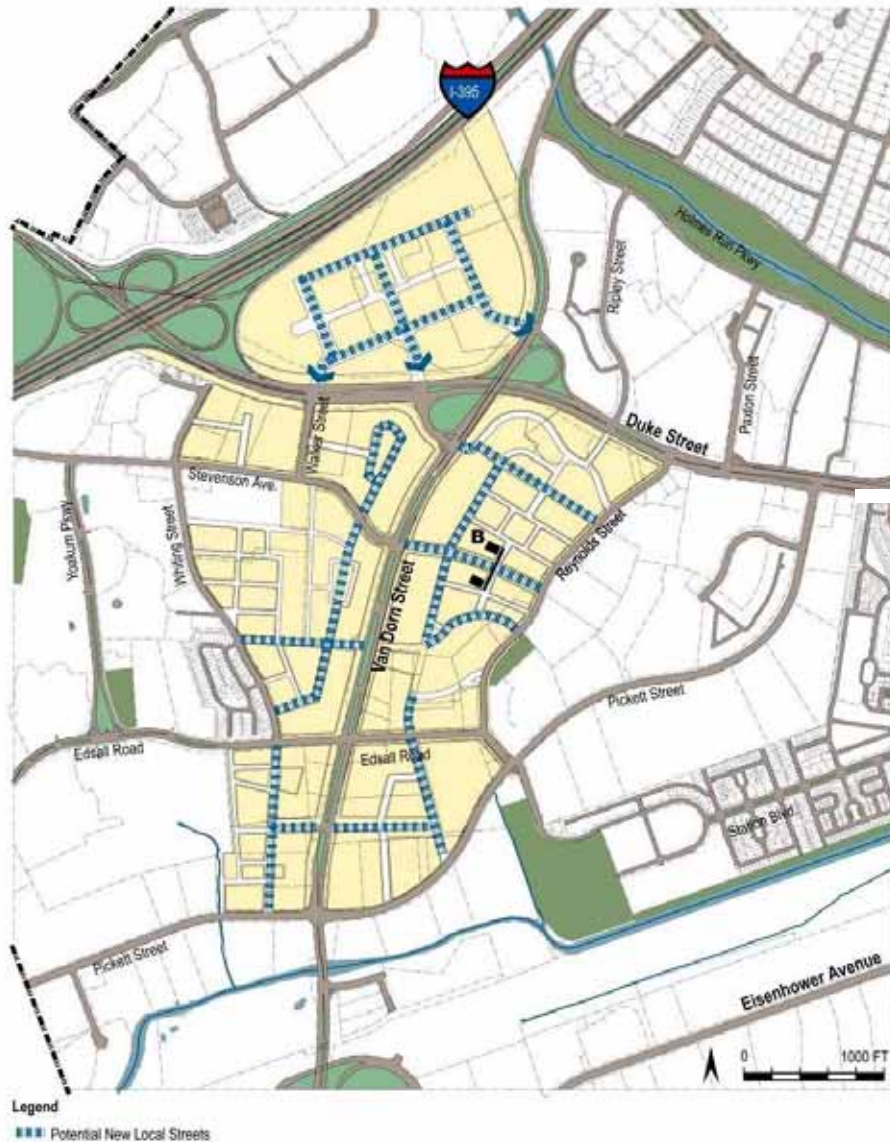
Intersection Realignments

- Landmark Mall / Van Dorn Street
- Edsall Road / Pickett Street

Transit Connections

- Eisenhower Ave. to Pickett Street

Potential 2030 Scenario to Achieve the Vision Street Framework



New Local Streets

- New local streets to improve interconnectivity / internal circulation
- On-street parking or one way transit lane
- Pedestrian friendly streetscape design and wider sidewalks

Potential 2030 Scenario to Achieve the Vision Street Framework



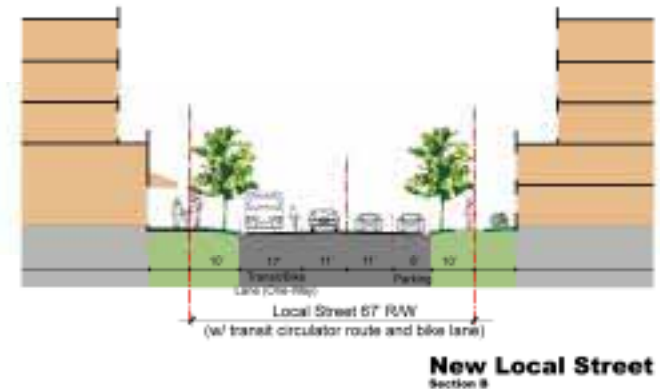
New Minor Streets

- Mostly residential in character
- On-street parking on one side

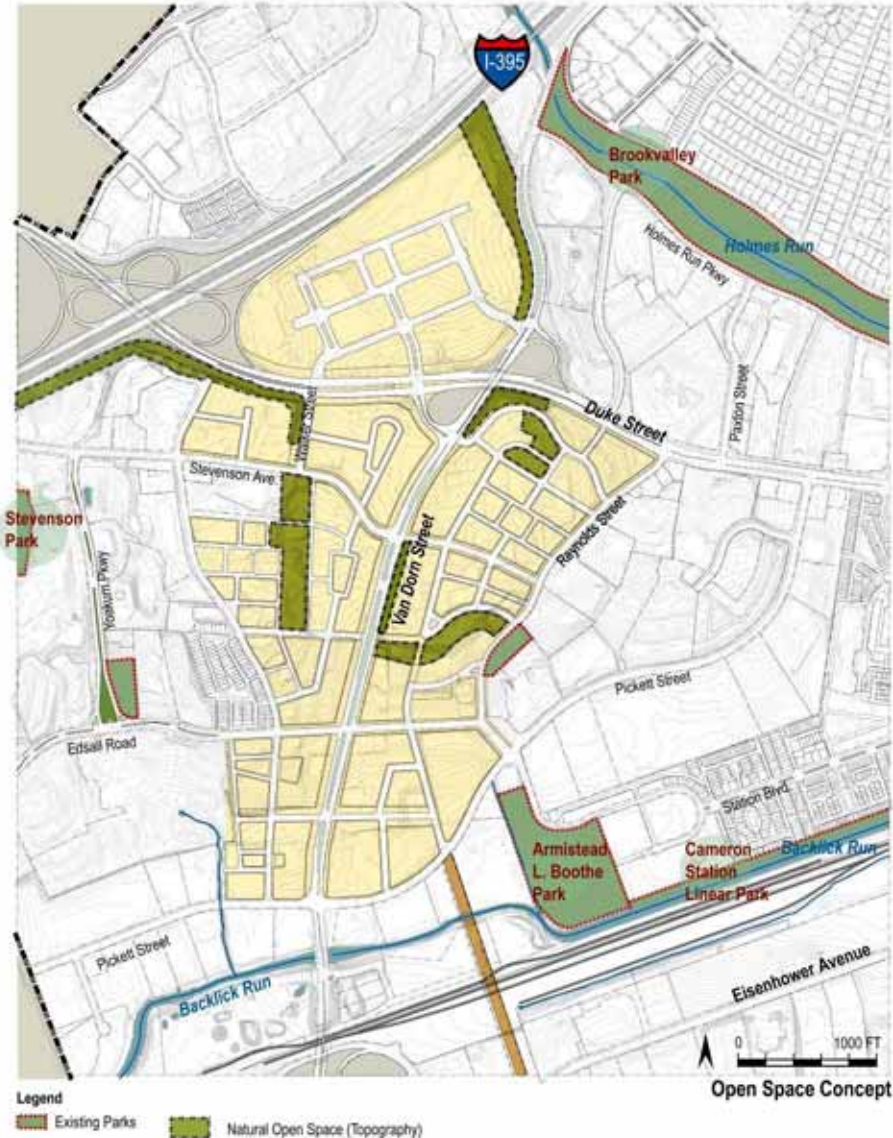
Potential 2030 Scenario to Achieve the Vision Street Framework



- Legend**
- ■ ■ ■ Potential New Local Streets
 - ■ ■ ■ Potential New Minor Streets
 - — — — Redesigned Van Don Street Section
 - — — — New Duke Street/Landmark Mall/Van Don Connection and Realignment
 - — — — New Edsall Road and Pickett Street intersection realignment
 - — — — Potential Transit and/or Pedestrian Link



Potential 2030 Scenario to Achieve the Vision Public Places



Context: Landmark / Van Dorn area lacks public open space and community facilities

Natural Open Space

- Preserve steep slope areas as passive open space with trails

Potential 2030 Scenario to Achieve the Vision

Public Places



Places of Gathering

- Public open spaces in Activity Centers

Potential 2030 Scenario to Achieve the Vision Public Places



Neighborhood Parks

Potential 2030 Scenario to Achieve the Vision

Public Places



Gateways

Open Space Concept

- Natural Open Space
- Activity Centers – Places of Gathering
- Residential Open Space – Neighborhood Parks
- Green Corridors – Van Dorn Green Boulevard, Activity Corridors

Potential 2030 Scenario to Achieve the Vision Van Dorn Green Boulevard



Existing Van Dorn Street



Van Dorn Street as Green Boulevard

Potential 2030 Scenario to Achieve the Vision

Urban Design: Moving from Suburban to Urban Form

Key Principles

- **Compact, pedestrian-friendly mixed-use activity centers and neighborhoods**
- **Attractive physical connections within and between properties**
- **Accessible public gathering spaces, parks, and open spaces**
 - **Evenly distributed**
 - **Connecting activity centers and neighborhoods**
- **Appropriately scaled buildings (height, mass, coverage)**
- **Building walls define / enliven street spaces**
- **Van Dorn “Green Boulevard” and other green corridors**

Potential 2030 Scenario to Achieve the Vision

Urban Design: Landmark Mall Redevelopment Proposal



AERIAL RENDERING

ANTUNOVICH ASSOCIATES, ARCHITECTS & PLANNERS

GENERAL GROWTH PROPERTIES, DEVELOPERS



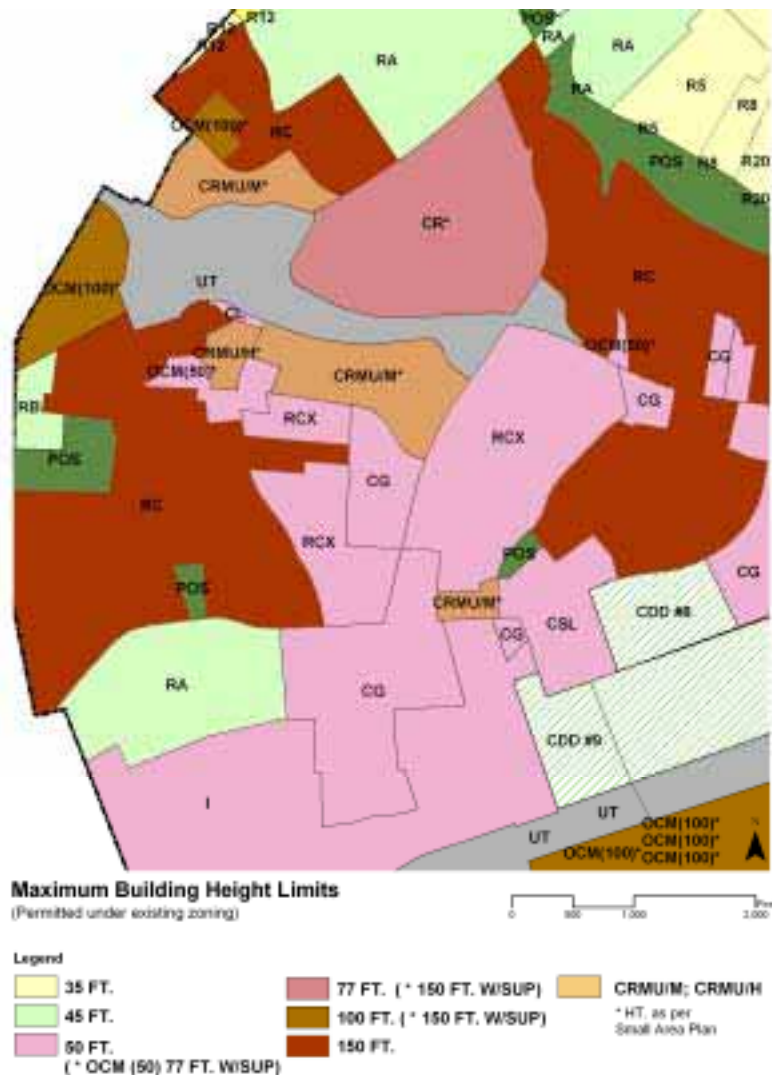
Potential 2030 Scenario to Achieve the Vision

Urban Design: Community Activity Center



Potential 2030 Scenario to Achieve the Vision

Urban Design: Building Height

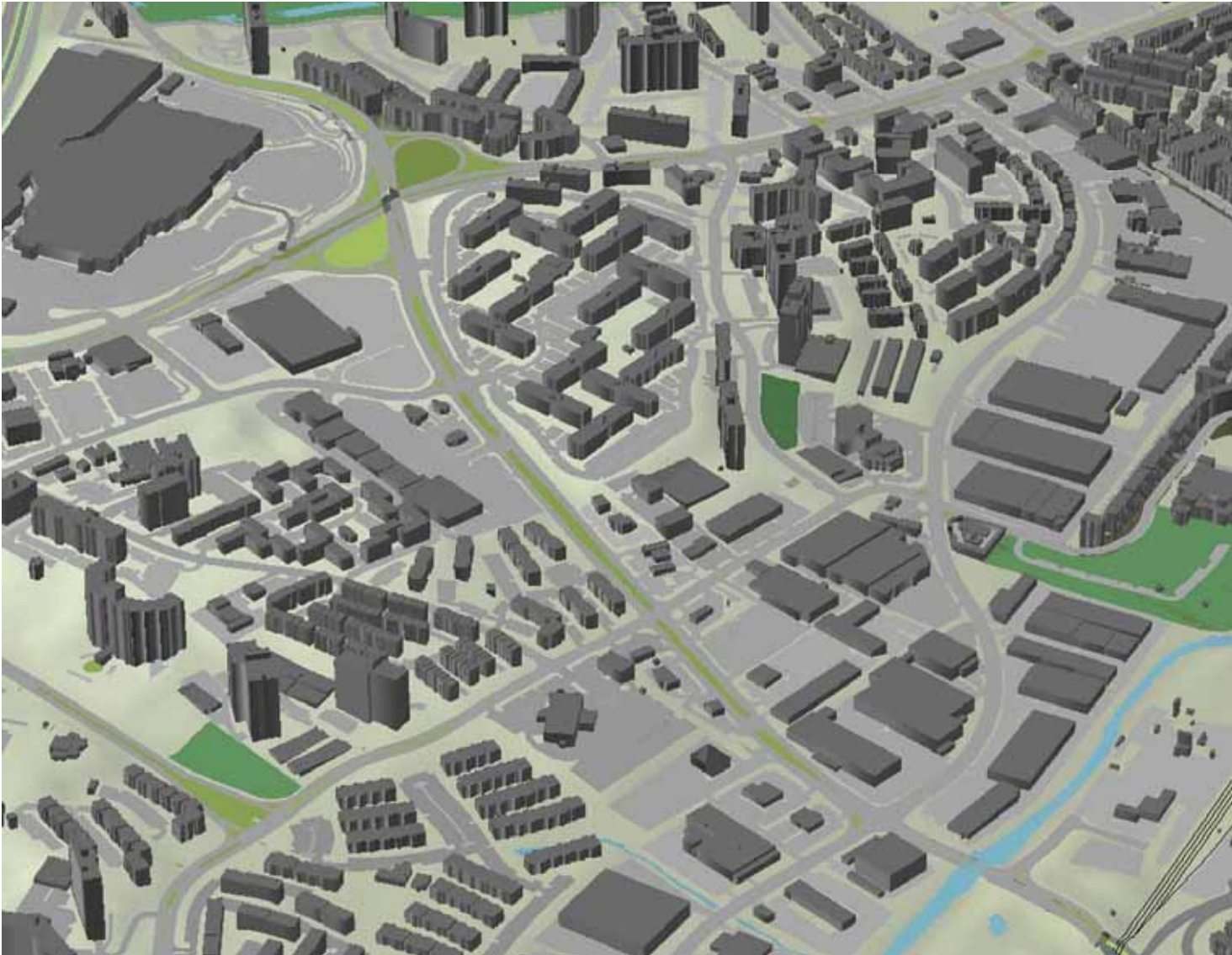


Building height limits allowed by existing zoning



Building height concept reflects limits allowed by existing zoning

Potential 2030 Scenario to Achieve the Vision What It Looks Like Now



Potential 2030 Scenario to Achieve the Vision

What It Could Look Like



Concept plan illustrating Potential 2030 Scenario



Activity Center



Activity Corridor



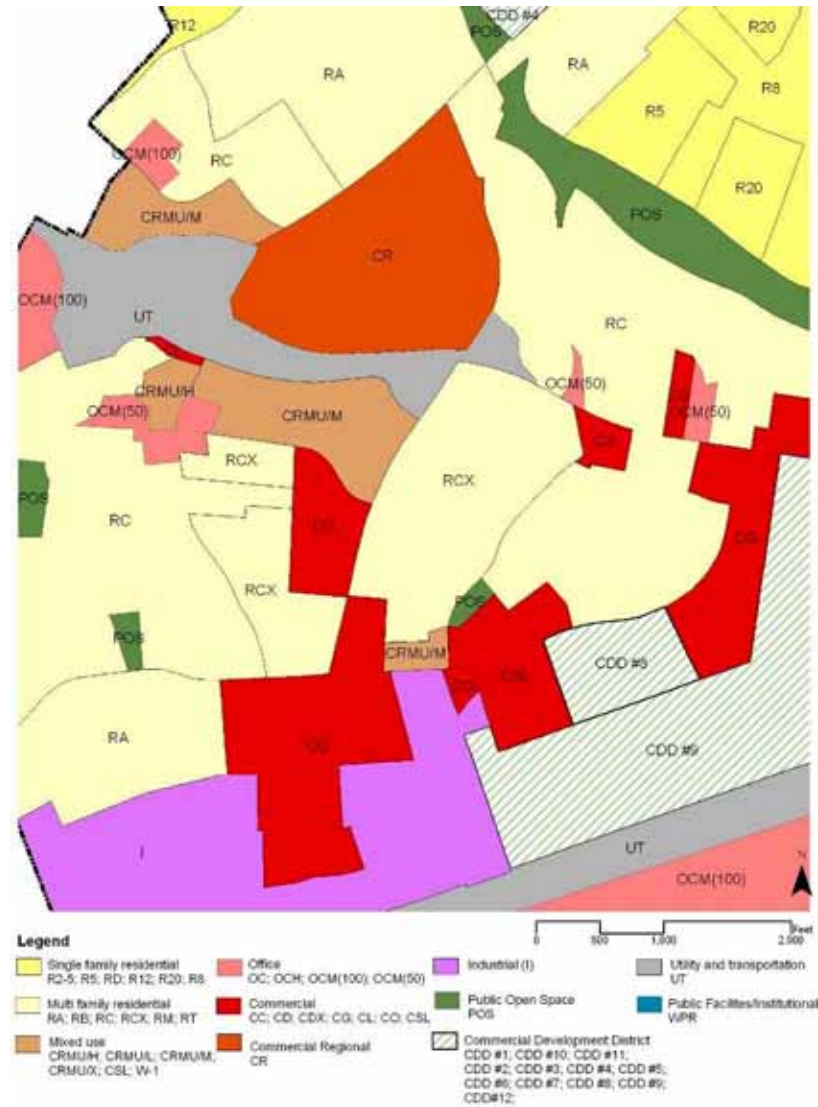
Neighborhoods

Transportation Evaluation

2005 Existing Conditions and 2030 Existing Zoning



Existing Conditions

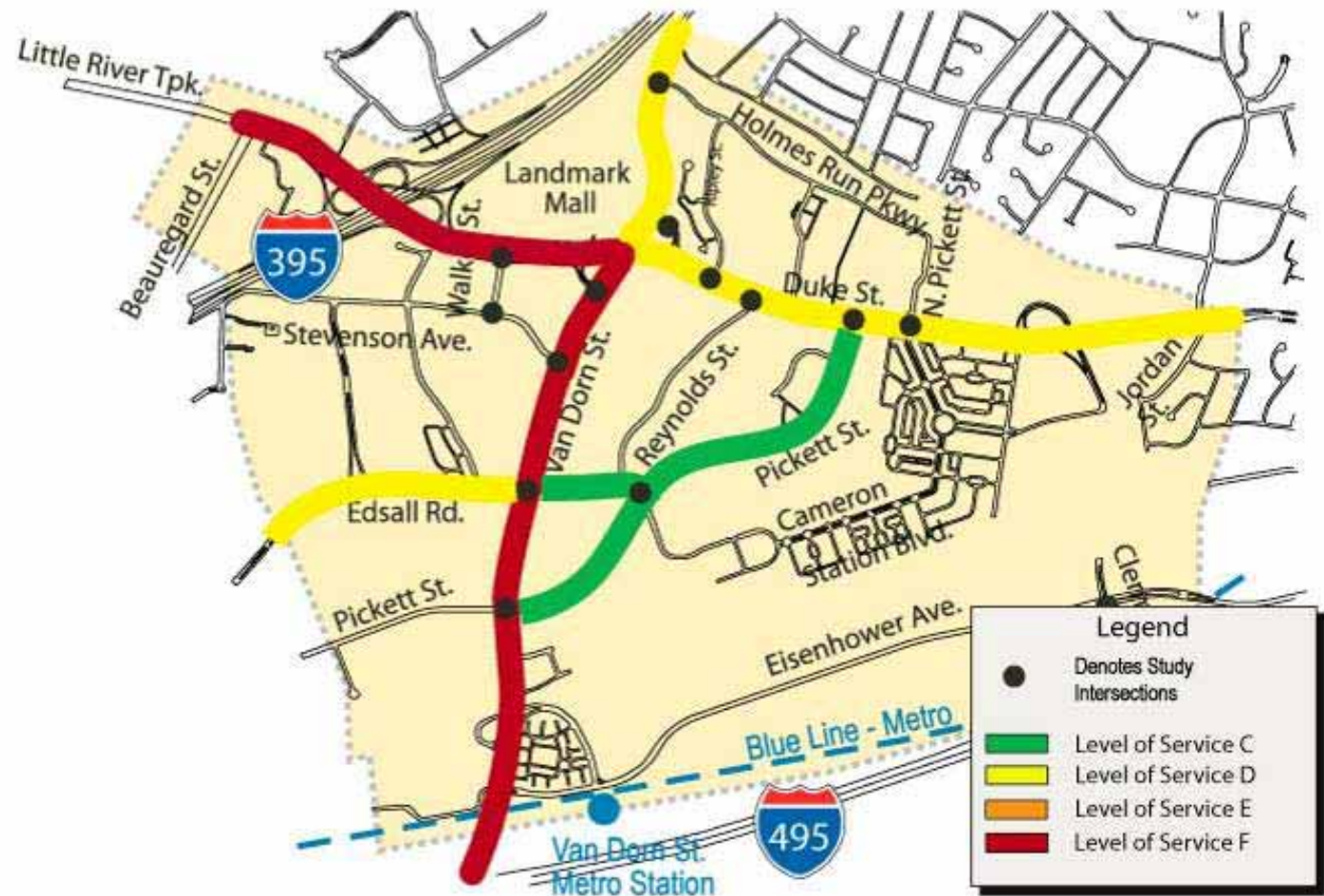


Existing Zoning

Transportation Evaluation

2005 Base Case - Segment Level of Service

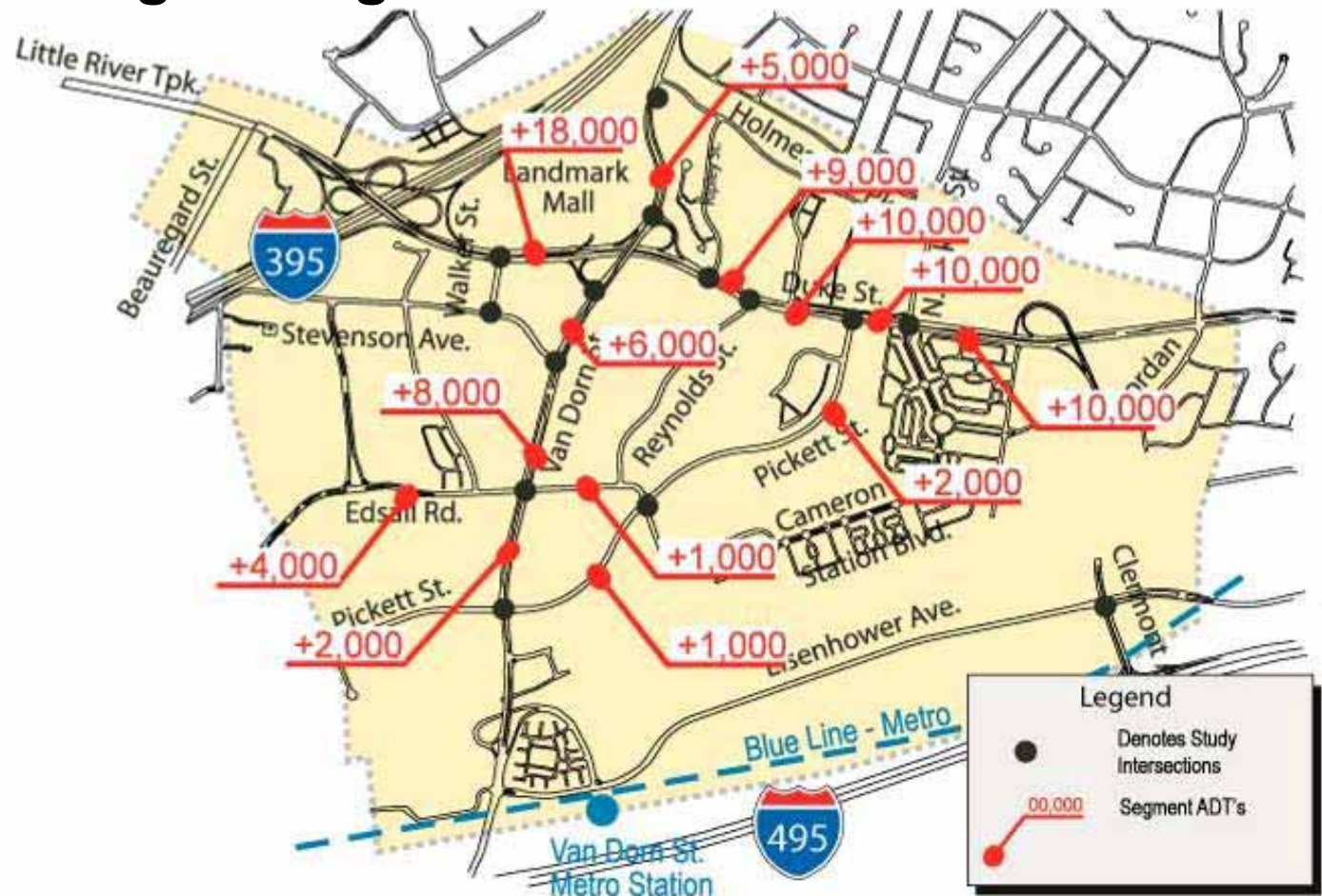
- Sections of Duke Street and Van Dorn Street already operate at LOS F
- Intersection Operations



Transportation Evaluation

2005 to 2030 Expected Increases in Daily Traffic Volumes Buildout of Existing Zoning

- 30 % increase in traffic volumes on Duke Street
- 25% increase in traffic volumes on Van Dorn Street
- 15% increase in traffic volumes on Pickett Street
- Growth is a result of internal and external traffic



Transportation Evaluation

2030 Existing Zoning - Segment Level of Service

- Most roadways will operate at similar LOS in 2030 as they do in 2005.
- Both Duke Street and North Van Dorn Street will have increased traffic volumes and increased congestion.



Transportation

Strategic Options: A Multi-Modal / Mixed-Use Approach



- Trips become internal to site or block
- Provides more choice of mode
- Shortens many trips

Potential 2030 Scenario to Achieve the Vision Transportation Improvements

- Extension of Eisenhower Avenue to Edsall Road



Potential 2030 Scenario to Achieve the Vision Transportation Improvements

- Extension of Eisenhower Avenue to Edsall Road
- Enhanced Roadway Grid and Pedestrian Connections



Potential 2030 Scenario to Achieve the Vision

Transportation Improvements

- Extension of Eisenhower Avenue to Edsall Road
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- Addition of a transit center in the vicinity of Landmark Mall



Potential 2030 Scenario to Achieve the Vision

Transportation Improvements

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- Vehicle / Pedestrian overpass on Duke Street in the vicinity of Landmark Mall, connecting the proposed development site with the current site location of BJ's



Potential 2030 Scenario to Achieve the Vision Transportation Improvements

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- Addition of dedicated transit lanes on Van Dorn Street



Potential 2030 Scenario to Achieve the Vision

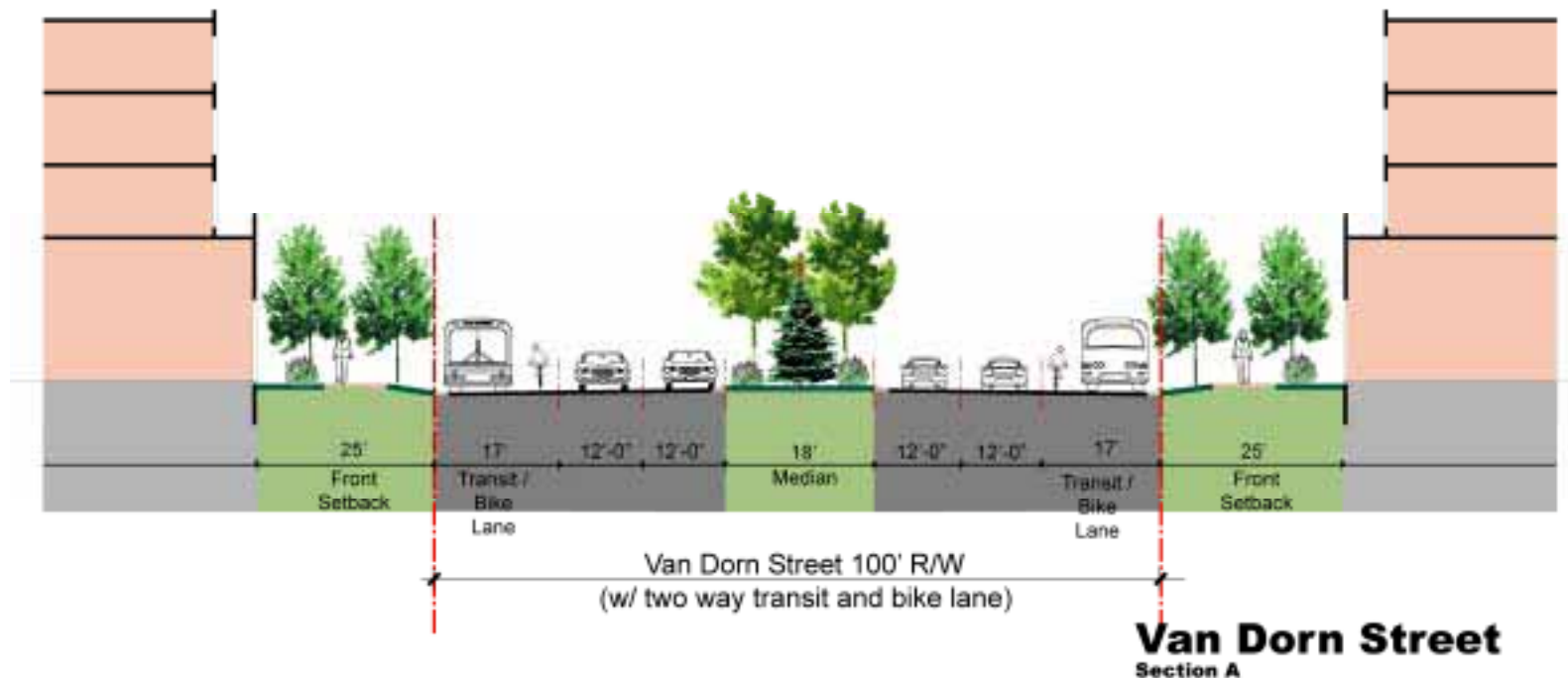
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- Vehicle/pedestrian overpass on Duke Street in the vicinity of Landmark Mall, connecting the proposed development site with the current site location of BJ's
- Addition of dedicated transit lanes on Van Dorn Street
- Pedestrian or pedestrian/transit connection from Pickett Street to Van Dorn Street Metro



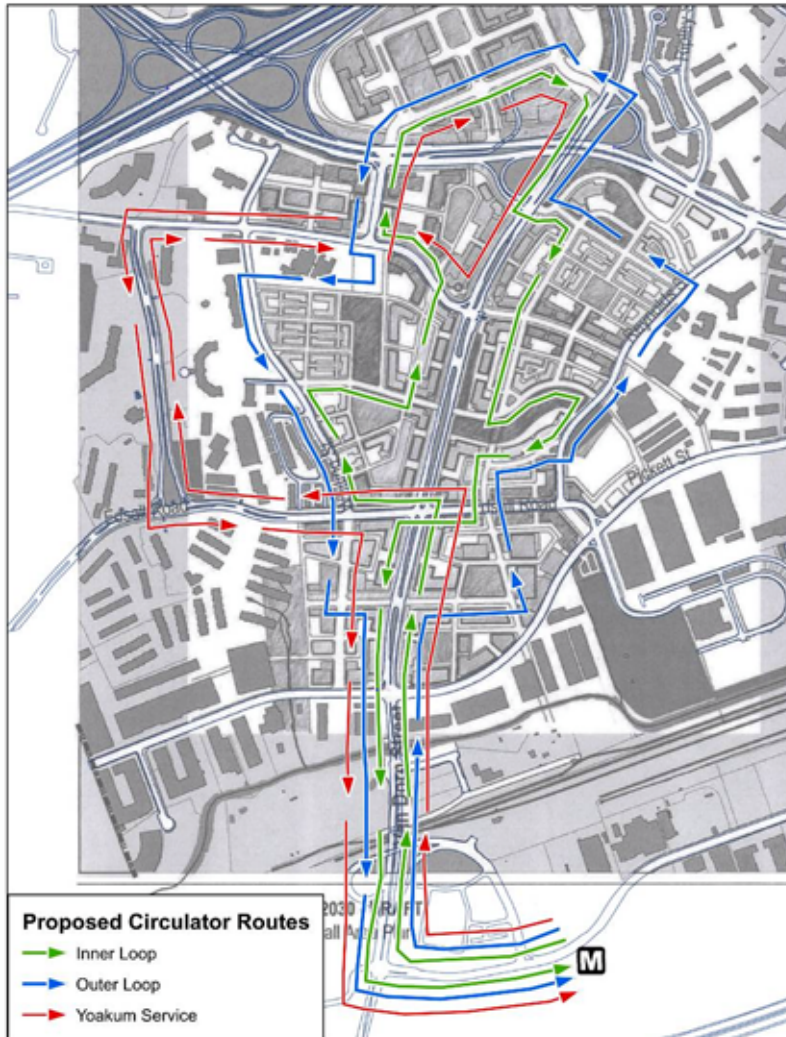
Potential 2030 Scenario to Achieve the Vision Transit Improvements

- Transit lanes on Van Dorn Street
- Pedestrian or pedestrian/transit connection from Pickett Street to Van Dorn Street Metro
- Circulator services within the study area



Potential 2030 Scenario to Achieve the Vision

Transit Circulator Concepts

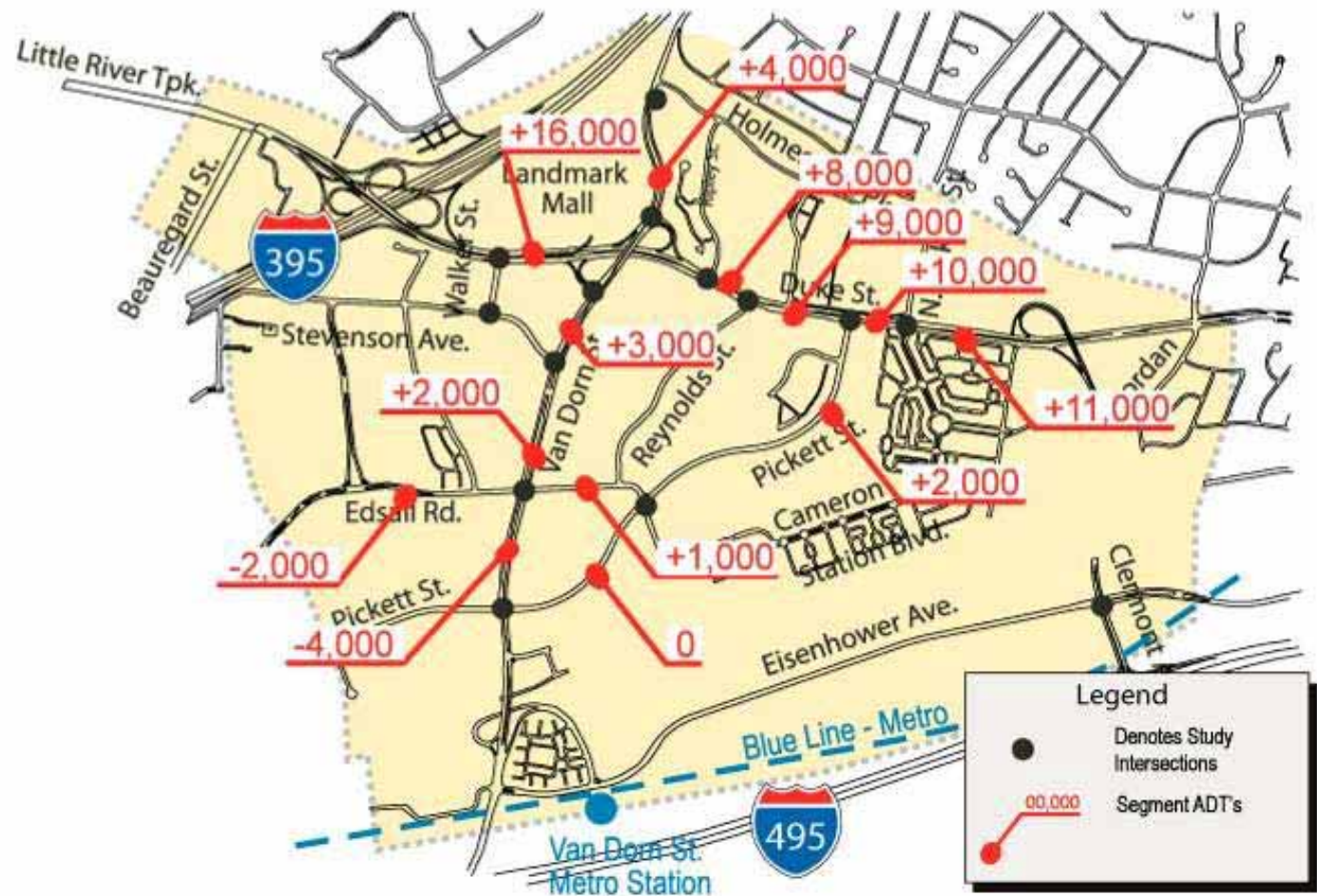


- Supplements DASH and Metrobus services
- Uses smaller electric or hybrid vehicles
- 3 routes designed for:
 - circulation within the area
 - connections to/from Metrorail
 - connection to/from Mall site
- Operates 18 hours per day
- Every 15 minutes at peak times

Potential 2030 Scenario to Achieve the Vision

2005 to 2030 Increases in Daily Traffic Volumes

- Travel Routes and distances would be different than the existing zoning scenario



Potential 2030 Scenario to Achieve the Vision

Transportation Evaluation

- “Local network for local trips”
- Similar to the 2030 Existing Zoning Scenario but provides new options for trips within the study area.
- Mode choices for local trips
- Enhanced mode choices for regional trips.



Potential 2030 Scenario to Achieve the Vision

Transportation Evaluation



Next Steps

Landmark / Van Dorn Area Planning

Next Steps

- **Address Outstanding Issues**
 - Landmark Mall access and circulation
 - Land use intensity and density
 - Building height, mass, and scale
- **Develop Draft Landmark / Van Dorn Area Plan**
- **Include Implementation Program**
 - Design guidelines for private development
 - Capital improvements
 - Affordable housing strategy
 - etc.
- **Public Review of Draft Plan**